

# Global Knowledge Management

## U N I V E R S I T Y   O F   U T A H

### **CENTER**

The Global Knowledge Management Center (GKMC) was formed in 2003 to create products and services based on data mining and optimization methods that enhance and sustain customer service and satisfaction. GKMC's main focus is web optimization, but the technology may be expanded to include homeland security, bio-medical, financial and marketing applications.

### **TECHNOLOGY**

The core technology of GKMC is based on pattern recognition and in the web optimization arena, these algorithms are capable of analyzing data contained in web logs. From the patterns recognized, specific business recommendations may be made to improve the design and usability of the website.

As companies grow and their websites expand, customers have a more difficult time trying to access the information they need quickly. GKMC's technology has been demonstrated to improve a company's website by 600- 800%. The Center's technology is the first to specifically address portal link selection, providing solutions that allow a customer to minimize the amount of links needed to click through to get to the desired information.

### **ACCOMPLISHMENTS**

In its third and final year, the Center has created a spinout based on the Aculink software, Aculus, LLC. GKMC has also successfully validated the Aculink software with several industry partners and is working with large web companies to evaluate potential web-optimization.

Ongoing technology developments include behavioral profiling and user identification algorithms, as well as voice pattern recognition. The potential for voice pattern recognition lies in web-based customer service that incorporates voice technology, enhancing the customer's experience.

### **THINK TANK**

**What if there was...**



**A way for  
companies to  
optimize their  
websites so that  
customers may  
find what they  
need in only 2  
clicks?**

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